



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

Pol/R Casey/D/US Senate (16759)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/R CASEY/D/SEN/PA (134170)
National/Political
/06374932

invoice 640827
inv Date 10/28/2012
Terms Net 30
Contract 336882
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

BOB CASEY :30 10/16
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/29/2012 1:23:36PM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:		<u>TODAY 7-8A/1</u>						
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	10/16/12 7:59AM (Tu)	00:30	Today Show	BCTV1210H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	10/17/12 7:57AM (We)	00:30	Today Show	BCTV1210H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	10/18/12 6:58AM (Th)	00:30	Today Show	BCTV1210H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	10/19/12 6:58AM (Fr)	00:30	Today Show	BCTV1210H	\$850.00	
2.0	Contract Line Remarks:		<u>TODAY 7-8A/2</u>						
	Spot	7:00:00AM- 8:00:00	Day, M-1	10/22/12 7:29AM (Mo)	00:30	Today Show	BCTV1214H	\$850.00	
3.0	Contract Line Remarks:		<u>TODAY 8-9A/3</u>						
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/16/12 8:30AM (Tu)	00:30	Today Show	BCTV1210H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/17/12 8:42AM (We)	00:30	Today Show	BCTV1210H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/18/12 8:35AM (Th)	00:30	Today Show	BCTV1210H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/19/12 8:37AM (Fr)	00:30	Today Show	BCTV1210H	\$800.00	
4.0	Contract Line Remarks:		<u>TODAY 8-9A/3</u>						
	Spot	8:00:00AM- 9:00:00	Day, M-1	10/22/12 8:37AM (Mo)	00:30	Today Show	BCTV1214H	\$800.00	
5.0	Contract Line Remarks:		<u>NEWS 6-7A/5</u>						
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/16/12 6:43AM (Tu)	00:30	Channel 11 News 6am	BCTV1210H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/17/12 6:43AM (We)	00:30	Channel 11 News 6am	BCTV1210H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/18/12 6:27AM (Th)	00:30	Channel 11 News 6am	BCTV1210H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/19/12 6:40AM (Fr)	00:30	Channel 11 News 6am	BCTV1210H	\$1100.00	
6.0	Contract Line Remarks:		<u>NEWS 6-7A/6</u>						
	Spot	5:59:04AM-Channel	Day, M-1	10/22/12 6:08AM (Mo)	00:30	Channel 11 News 6am	BCTV1214H	\$1100.00	
7.0	Contract Line Remarks:		<u>JUDGE 4-430P/7</u>						
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	10/16/12 4:15PM (Tu)	00:30	JUDGE JUDY 4P	BCTV1210H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	10/17/12 4:11PM (We)	00:30	JUDGE JUDY 4P	BCTV1210H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	10/18/12 4:24PM (Th)	00:30	JUDGE JUDY 4P	BCTV1210H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	10/19/12 4:11PM (Fr)	00:30	JUDGE JUOY 4P	BCTV1210H	\$550.00	
8.0	Contract Line Remarks:		<u>JUDY 4-430P/8</u>						
	Spot	4:00:04PM-Judge Ju	Day, M-1	10/22/12 4:09PM (Mo)	00:30	JUDGE JUDY 4P	BCTV1214H	\$550.00	
9.0	Contract Line Remarks:		<u>NEWS 5-530P/9</u>						
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/16/12 5:27PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1210H	\$1100.00	
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/17/12 5:14PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1210H	\$1100.00	
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/18/12 5:14PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1210H	\$1100.00	
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/19/12 5:22PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1210H	\$1100.00	
10.0	Contract Line Remarks:		<u>NEWS 5-530P/10</u>						
	Spot	5:00:00PM- 5:30:00	Day, M-1	10/22/12 5:22PM (Mo)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1214H	\$1100.00	
11.0	Contract Line Remarks:		<u>NEWS 6-630P/11</u>						
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/16/12 6:30PM (Tu)	00:30	Channel 11 News At 6pm M-F	BCTV1210H	\$1300.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/17/12 6:28PM (We)	00:30	Channel 11 News At 6pm M-F	BCTV1210H	\$1300.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/18/12 6:10PM (Th)	00:30	Channel 11 News At 6pm M-F	BCTV1210H	\$1300.00	



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	Spot	5:58:34PM-Channel	Day,Tu-1,W-1,Th-1,F-1	10/19/12 6:10PM (Fr)	00:30	Channel 11 News At 6pm M-F	BCTV1210H	\$1300.00	
12.0	Contract Line Remarks: <u>NEWS 6-630P/12</u>								
	Spot	5:58:34PM-Channel	Day,M-1	10/22/12 6:28PM (Mo)	00:30	Channel 11 News At 6pm M-F	8CTV1214H	\$1300.00	
13.0	Preempt			10/20/12			1 preempt @ \$850.00	\$0.00	No Avail
14.0	Contract Line Remarks: <u>STEELERS 805P-12/17</u>								
	Sports- Lo	8:13:04PM-NBC Sun	Day,Su-1	10/21/12 8:21PM (Su)	00:30	NBC SUNDAY NIGHT FOOTBALL	BCTV1214H	\$30000.00	
15.0	Contract Line Remarks: <u>THE VOICE 8-10P/18</u>								
	Prime	7:57:49PM-The Voice	Day,M-1	10/22/12 8:22PM (Mo)	00:30	The Voice 8-9P	BCTV1214H	\$5250.00	
16.0	Contract Line Remarks: <u>LATE NEWS/19</u>								
	Spot	10:59:34PM-CHANNEL	Day,Tu-1,W-1,Th-1,F-1	10/16/12 11:12PM (Tu)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1210H	\$2000.00	
	Spot	10:59:34PM-CHANNEL	Day,Tu-1,W-1,Th-1,F-1	10/17/12 11:13PM (We)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1210H	\$2000.00	
	Spot	10:59:34PM-CHANNEL	Day,Tu-1,W-1,Th-1,F-1	10/18/12 11:23PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1210H	\$2000.00	
	Spot	10:59:34PM-CHANNEL	Day,Tu-1,W-1,Th-1,F-1	10/19/12 11:25PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1210H	\$2000.00	
17.0	Contract Line Remarks: <u>LATE NEWS/20</u>								
	Spot	10:59:34PM-CHANNEL	Day,M-1	10/22/12 11:12PM (Mo)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1214H	\$2000.00	
18.0	Contract Line Remarks: <u>JEOP 7-730P/14</u>								
	Spot	6:59:29PM-Jeopardy	Per week (2),Tu,We,Th,Fr	10/17/12 7:07PM (We)	00:30	Jeopardy	BCTV1210H	\$1650.00	
	Spot	6:59:29PM-Jeopardy	Per week (2),Tu,We,Th,Fr	10/18/12 7:26PM (Th)	00:30	Jeopardy	BCTV1210H	\$1650.00	
19.0	Contract Line Remarks: <u>WHEEL 730-8P/15</u>								
	Spot	7:30:04PM-WHEEL	Per week (2),Tu,We,Th,Fr	10/16/12 7:48PM (Tu)	00:30	Wheel Of Fortune	BCTV1210H	\$1650.00	
	Spot	7:30:04PM-WHEEL	Per week (2),Tu,We,Th,Fr	10/18/12 7:43PM (Th)	00:30	Wheel Of Fortune	BCTV1210H	\$1650.00	
20.0	Contract Line Remarks: <u>WHEEL 730-8P/16</u>								
	Spot	7:30:04PM-WHEEL	Day,M-1	10/22/12 7:47PM (Mo)	00:30	Wheel Of Fortune	BCTV1214H	\$1650.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$82,000.00	Total Spots	42
Commission	(\$12,300.00)		
Net Total	\$69,700.00		